



NOBILE TRADIZIONE
di Romagna


biodiversity in agrifood value chain

**Cà Colonna
innovative
agricultural
SME**

Business model: integrated and sustainable agro-food chain. Objective: to integrate agro and food - agriculture on the plate

Innovation ecosystem in agriculture, partner of: business @ biodiversity (European Commission), Global Forum of Agricultural Research - GFAR (FAO), Cancun Charter (2016) "Business and Biodiversity Pledge", National Forum for Social Agriculture, Center for the Disclosure of Research Agri-Food Univ. Of Bologna.

Certifications: INPS certification, Quality Agricultural Work Network; organic production (CB IT-BIO-004I, operator code 47170); disciplinary of social agriculture; Artusi supply chain; GlobalGap and Biodynamics in progress

Incentives for investors in innovative SMEs (DL 179/2012 art.29; DL 3/2015 art.4, converted into law by Law 33/2015: DM Minister of Economy and Finance of 7 May 2019): deduction of Irpef 40 % - 50% IRES deduction; issue of participatory financial securities

**Assets
already
completed**

Land (40 Ha) + network of farms. Agronomic investments for landscaping, irrigation (water from CER Canale Emiliano-Romagnolo) and primary mechanization. Full implementation of primary production in the field in fully organic certification

Biodiversity. Recovery and reintroduction (field herbs / alimurgic herbs) in agro-food production; vermicompost production (Reg. Reg. (CE) n ° 889/2008 and Reg. (UE) 2018/1584)

Social agriculture. Agricultural-social supply chain organization with social cooperatives and agreements with Municipal Social Services for the job placement of people with frailty; agricultural-social production specification;

Processing- development of food products from agricultural raw materials: a) traditional Artusi recipes for gourmet catering in the world (linking culture and crops); b) agri-cosmetics

Innovation: European patent for red pear varieties filed (EU agency: Community Plant Variety Office -CPVO file n.2019 / 2312); patent for a sweet ginger (CPVO 2020-1431); alimurgic herbes selections

Marketing: AlmaverdeBio, AgritaliaBio (EsselungaBio packer); Amazon; Lidl

Promotion: Casa Artusi,, Italian Min.Foreign Affairs-Week of Italian Cuisine in the World

Awards

GEO Rai3 episode 12 December 2018

Rural Development Plan - Emilia-Romagna Region: social agriculture supply chain project (approved July 2018)

National Rural Network: 10 best experiences in social farming year 2019

Amsterdam 2019 Sustainable Food Awards - winner in the Sustainability Leadership award category

Columbia University (USA) 2019: International Conference on Sustainable Development (ICSD) - Good Practices in Sustainable Food Production

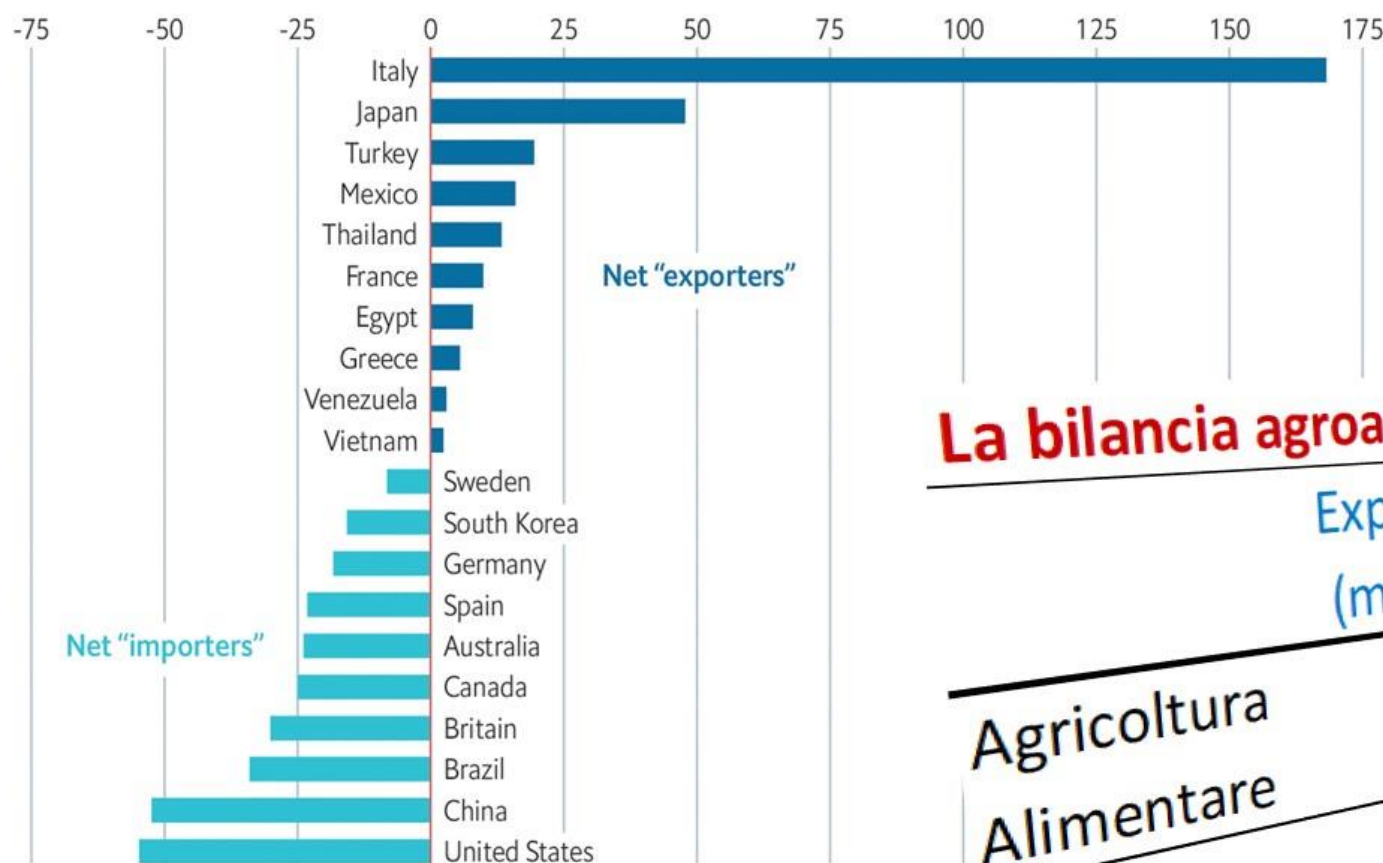
I.1 DRIVERS OF CONSUMERS

The Economist

WHICH COUNTRIES DOMINATE THE WORLD'S DINNER TABLES?

Unbalanced diets

Cuisine "net exports", 2017, \$bn



Source: "Dining out as cultural trade" by Joel Waldfogel, Journal of Cultural Economics (2019)

La bilancia agroalimentare italiana

	Export (mld)	Import (mld)	Saldo (mld)
Agricoltura	7	14	-7
Alimentare	35	30	5

Fonte: Ismea 2018

BUSINESS MODEL: INTEGRATE AGRO E FOOD

Winning factors of the Italian agro-food:

- Wide range of medium-high quality products
- Products certified to the "Top" of international markets
- Close links with the territory and with the Italian cultural heritage
- High safety standards
- Ability to combine tradition and constant process and product innovation

Organizzazione and Innovation of the Value-Chain

TERRITORY

- **realize intelligent and ecologically sustainable production systems** adapting them to climate change, preserving natural resources and contributing to climate change mitigation.
- natural resources (water, soil, land and sea) are used in a sustainable way

AGRICULTURE

- **implementation of resource-efficient circular economy** principles throughout the food system while reducing environmental impact
- **Innovation: increasing the yield and quality of agricultural production** using less input (water, energy, fertilizers, plant protection), increasing the competitiveness of companies and environmental sustainability (**precision farming**)

PROCESSING & DISTRIBUTION

- **bind investments to integration between processing and marketing activities and farms**
- **Promote an innovation ecosystem that leads to new business models and value-added products, goods and services that meet the needs, values and expectations of consumers**
- **Stimulate knowledge** from a wide variety of actors supporting the development and implementation of relevant strategies (from Local to Global)

CONSUMER

- **Promote, propose products with nutritional principles for healthy diets ensuring high levels of food safety and traceability**

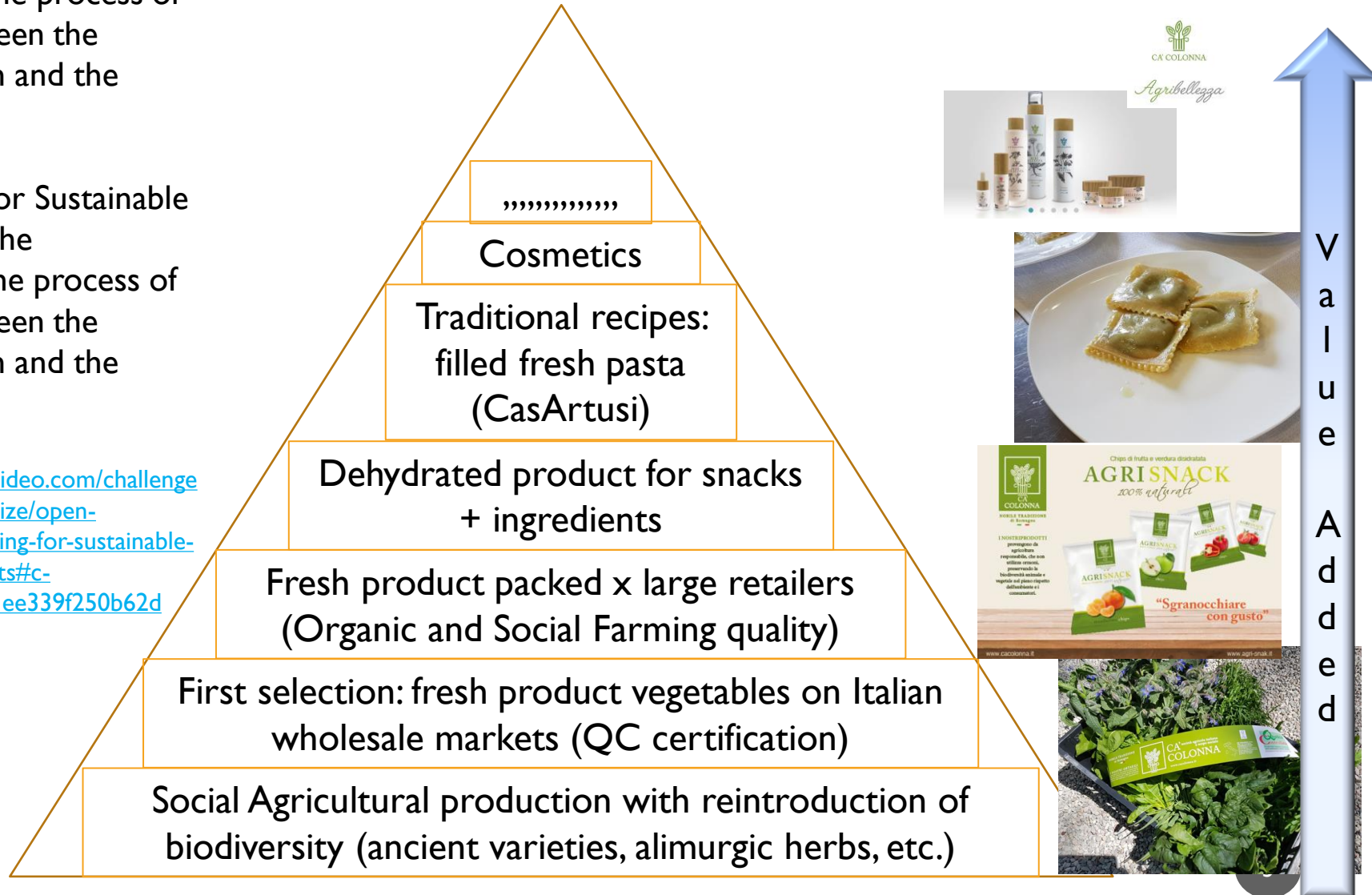
Our vision for the rural area:

-Social agricultural sector:
Sustainability is the process of interaction between the economic system and the social territory

-Social Farming for Sustainable Development - The sustainability is the process of interaction between the economic system and the social territory:

<https://challenges.openideo.com/challenge/food-system-vision-prize/open-submission/social-farming-for-sustainable-development/comments#c-7b0f08dd32be0b288b1ee339f250b62d>

BUSINESS MODEL: SUSTAINABLE VALUE-CHAIN





ECOSYSTEM OF INNOVATION

Cà Colonna Società agricola s.r.l. - SIAV – Innovative Startup with Social vocation

<http://www.sviluppoeconomico.gov.it/index.php/it/impresa/competitivita-e-nuove-imprese/start-up-innovative>

Partner / member of:

- IFAMA – International Food and Agribusiness Management Association (www.ifama.org)
- Business@Biodiversity (European Commission) http://ec.europa.eu/environment/biodiversity/business/index_en.htm
- Global Forum of Agricultural Research – GFAR (FAO: <http://www.gfar.net/>)
- Carta di Cancun (2016) “Business and Biodiversity Pledge” CBD- Convention on Biological Diversity (<https://www.cbd.int/business/signatories-and-supporters.shtml>)
- National Forum on Social Farming (<http://www.forumagricolturasociale.it/>)
- CeDRA Extension Service of Agri-Food Technology University of Bologna <http://www.cedradivulgazione.it/>
- National Academy of Agriculture <http://www.accademia-agricoltura.it/>
- BRESOV: Breeding for Resilient, Efficient and Sustainable Organic Vegetable production (<https://bresov.eu/>)

Presentation:

- European Commission DG ECFIN Unit L3 Financing of Climate Change: EIPP European Investment Project Portal: www.ec.europa.eu/eipp ; <https://ec.europa.eu/eipp/desktop/en/projects/project-272.html>
- Food System Vision Prize: <https://challenges.openideo.com/challenge/food-system-vision-prize/open-submission/social-farming-for-sustainable-development/comments#c-7b0f08dd32be0b288b1ee339f250b62d>

Certifications

- QC – Controlled Quality - Emilia-Romagna Region
- INPS quality of labor
- Protocol of social agriculture
- Protocol of Artusi’s value-chain- CasArtusi (<http://www.casartusi.it/it/societa-trasparente/>)
- Organic; biodinamic



AWARDS

Filiera agro-alimentare integrata e sostenibile a
GEO

11 dicembre 2018



https://www.youtube.com/watch?v=_pl5Bz5FSFk

[https://www.reterurale.it/flex/cm/pages/ServeBL
OB.php/L/IT/IDPagina/19875](https://www.reterurale.it/flex/cm/pages/ServeBL
OB.php/L/IT/IDPagina/19875)

SUSTAINABLE
FOOD
AWARDS
2019

Amsterdam 2019
Sustainable Food
Awards

Winner of
category:
Sustainability
Leadership



<http://www.sfawards.com/>

RETERURALE
NAZIONALE
20142020

mipaft
ministero delle politiche agricole
alimentari, forestali e del turismo



National Rural Network: 10 best experiences in
promoting and supporting the dissemination of
social agriculture in 2019



**International Conference on
Sustainable Development**

September 24 – 25, 2019

Alfred Lerner Hall, Columbia University, New York, USA

***Selected paper on
Topic 5- Good Practices in Sustainable Food Production***



EUROPEAN COMMISSION



English

EN

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INVESTMENT PROJECT EIPP-20160061

CasArtusi AgriFood Park

PROJECT DESCRIPTION

A sustainable and integrated agri-food value chain

Cà Colonna is an innovative agricultural startup with a social vocation aiming to achieve primary agriculture and supply chain integration with food production: integrating agro and food

Business model: organization and innovation of integrated and sustainable agro-food supply chain

Ca 'colonna organized a targeted ecosystem of innovation in agriculture through the partnership with business@biodiversity (European Commission), Global Forum of Agricultural Reserch - GFAR (FAO), Charter of Cancun (

Gian Luca Bagnara

project manager



Gian Luca Bagnara, Project manager and partner. Economist specialized in agribusiness and economics of territory 25 years of international experiences. Certified Management Consultant ac [...]

[Read more](#)

IL MODELLO DI BUSINESS: FILIERA DEL VALORE SOSTENIBILE



Fondo FEASR

FONDO EUROPEO AGRICOLO PER LO SVILUPPO RURALE

REG. (UE) N. 1305/2013 – PSR 2014/2020 – MISURA 4 – TIPO OPERAZIONE 4.1.01

“INVESTIMENTI IN AZIENDE AGRICOLE IN APPROCCIO INDIVIDUALE E DI SISTEMA” –

AVVISO PUBBLICO REGIONALE 2017 – APPROCCIO DI SISTEMA

Sostegno finanziario concesso dall'Unione Europea: € 181.909



UNIONE EUROPEA
Fondo Europeo Agricolo
per lo Sviluppo Rurale



Regione Emilia-Romagna

L'Europa investe nelle zone rurali

Website Commissione Europea FEASR (<https://eur-lex.europa.eu/legal-content/IT/TXT/?uri=LEGISSUM:l60032>)

Value Chain of Social Farming

Cà Colonna società agricola srl
Via della Linca, 43 48124 Ravenna (RA);
Sede operativa: via Diomano 676 – 48123 Mendola (Ravenna)

Disciplinare Filiera Agricoltura Sociale
Ver. 01 - 20/08/2018

Disciplinare Filiera Agricoltura Sociale

1. CAMPO DI APPLICAZIONE

1.1. La politica di qualità etico-sociale dell'agricoltura

La Politica Aziendale fornisce le definizioni ed i requisiti relativi all'integrazione degli aspetti ambientali e sociali nelle attività di organizzazione della filiera agro-alimentare e specifica i criteri di conformità per l'autocontrollo e monitoraggio esterno, in particolare:

- promuovere in ambito economico lo sviluppo sociale la tutela dell'ambiente e il rispetto, il consolidamento e lo sviluppo dei diritti fondamentali;
- favorire la crescita e lo sviluppo di un mercato che risponda a criteri di trasparenza, equità e giustizia;
- sensibilizzare organizzazioni, istituzioni e cittadini sui temi del valore sociale della filiera agroalimentare e promuovere la diffusione di acquisti etici.

L'attività di agricoltura sociale è basata sulla produzione agricola integrata con la tutela dell'ecosistema e la valorizzazione del patrimonio culturale attraverso l'inserimento di lavoratori svantaggiati. Sono stati perciò individuati i seguenti obiettivi e i relativi campi di applicazione:

- a) valorizzazione della biodiversità di prodotto: integrazione e sviluppo dell'offerta di filiera attraverso la reintroduzione della biodiversità genetica;
- b) Miglioramento dell'ambiente ed il territorio rurale attraverso la valorizzazione della biodiversità degli agro-ecosistemi creando le condizioni che consentono la fruibilità del territorio per valorizzare il patrimonio naturale ed ambientale esistente.
- c) Miglioramento della qualità della vita e la diversificazione delle attività attraverso la valorizzazione della biodiversità socio-culturale: la qualità è valorizzata attraverso la verifica e testimonianza della tradizione culturale, questo rafforza il rapporto di fiducia con il consumatore e di identità del prodotto sui mercati.

2. PATENTS ON VEGETABLE INNOVATION

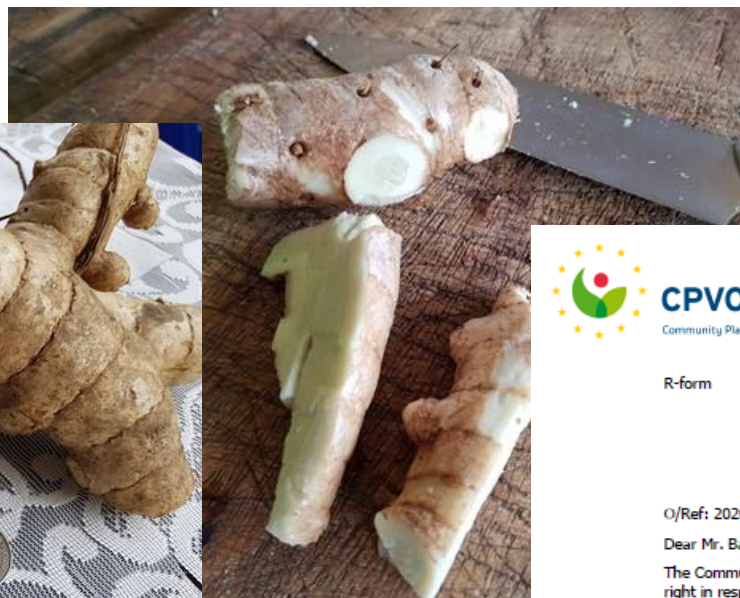
- Cultivar of red pear (*EU patent applied*)
- Sweet ginger for salads (*EU patent applied*)



Registers list

Register	ArrivalDate	AppDate	ST	Gr N°	GR Date	Denomination	Specie	Gr	Reference	Applicant a) - Representative b) - Breeder c)
20192312	20/09/2019		U			Terry Red	Pyrus communis L.	F	ca colonna srl	a) 10447 Ca' Colonna S.r.l. c) 10447 Ca' Colonna S.r.l.

End of list



R-form

Ca' Colonna S.r.l.
Via Cervese, 145
IT - 47122 Forlì (FC)
ITALY

Angers, 18/06/2020

O/Ref: 20200057882

Dear Mr. Bagnara,

The Community Plant Variety Office herewith acknowledges receipt of your application for a Community plant variety right in respect of a plant variety with the following provisional designation:

Proposed denomination:
Provisional designation:
Botanical taxon:
File number of the application:
Online application n°:

'Ginger sweet'
kongo 1
Zingiber officinale Roscoe
2020/1431
A202001783

2. VEGETABLE INNOVATION: SELECTIONS OF ALIMURGIC HERBS



Dandelion/Wild chicory
(*Cichorium intybus*)



Brownie
(*Papaver rhoeas*)



Borage
(*Borago officinalis*)

MANAGEMENT

The Board of directors:



- Maria Teresa Mengarelli: president. Education: diploma of agricultural technician (1981); Laurea in Agricultural Sciences University of Bologna (1989); Intensive American Language Centre (IALC), Washington State University - USA (1990-91). Professional experiences: 1992-1994 researcher at Centro Studio Ricerca - Analisi Economico Sociali Soc. Coop. a.R.L.. Since 1993 agricultural entrepreneur. Since 2014 president of the agricultural company Cà Colonna spa..



- Gabriele Bagnara - Agricultural entrepreneur since 1980. Diploma of agricultural agriculture entrepreneur. President of Bagnara&Sintoni agricultural company. Partner-funder of Cà Colonna.

- Gian Luca Bagnara. Project manager and partner. Economist specialized in agribusiness and economics of territory 25 years of international experiences. Certified Management Consultant according to the ICMCI protocol. Education: Ph.D in Economics of Territory (University of Padova - Italy), M.A. agricultural economics (Washington State University - USA); Laurea in agricultural sciences (University of Bologna - Italy). <https://www.linkedin.com/in/gian-luca-bagnara-b35aa3a/>



- Operational management in the field, the activity is assisted by::

- Edoardo Bagnara (26 years old): grew up on the family farm, since 2017 technological coadjutant. Classical maturity, student at the University of Bologna Degree course in Statistical Sciences address of economics and business. Professional training:: BootCamp of IntesaSanpaolo FoodTech StartUp Initiative 2018.



- Carlo Bagnara (24 years old): grew up on the family farm and since 2017 technological coadjutant. Classical maturity, student at the University of Bologna, School of Agriculture - Degree in Food Technology. Professional training:: BootCamp of IntesaSanpaolo FoodTech StartUp Initiative 2018.



BUSINESS ORGANIZATION

Agricultural operating headquarters: farm Cà Colonna

- Agricultural planning: board of directors of Cà Colonna

Casa Artusi value-chain

- Quality test laboratory and Scientific Committee: CasArtusi
- Council of CasArtusi: supervisor of the quality of management
- CasArtusi Scientific Committee: address / steering committee to combine cultural initiatives and quality economic proposals

Social Farming: social cooperatives in a business network and coordination with Consorzio Solidarietà Sociale (www.cssforli.it) and Consorzio il Solco (www.solcoravenna.it) for the involvement of disadvantaged workers (Social agriculture law 9 August 2015 n.208)

- Protocol with the Municipality of Ravenna
- Framework agreement DLgs 102/2005 with Agricultural Associations and Cooperatives and published by the Ministry for Agricultural Policies
- Social actions:
 - Each cooperative manages its disadvantaged staff in its own land and laboratories with the economic coordination of Cà Colonna
 - The most suitable staff then carries out operational activities also at the land of Cà Colonna



CAS/ARTUSI



TRADE

Almaverde[®]
bio

ESSELUNGA[®]



prime now

Agritalia



THE
EXTRAORDINARY
ITALIAN TASTE



DOLCERISO
CUCINA E ALIMENTI NATURALI

Myfoodly



PROTOCOLLO DI INTESA
PER LA VALORIZZAZIONE ALL'ESTERO
DELLA CUCINA ITALIANA DI QUALITÀ



TRADITIONAL RECIPES: CASARTUSI

- Pasta (social cooperative Botteghe e Mestieri)
 - Stuffed pasta (ravioli, cappelletti, cappellacci, tortellini)
 - Pasta from ancient grains (tagliatelle, strozzapreti)
- In development: Prodotti Agro-alimentari Tradizionali/
Traditional Agri-Food Products (PAT) Italian Ministry of
Agriculture - D.Lgs. n° 173 del 30/04/1998



RECIPE ARTUSI N.98 RAVIOLI FOR THE
USE OF ROMAGNA: WITH FLOUR OF
ANCIENT GRAINS AND FIELD HERBS



CASA/ARTUSI

www.casartusi.it

www.facebook.com/CasaArtusi/

www.youtube.com/user/ArtusiCento

ARTUSI'S SAUCES



**Recipe of Artusi n.173:
green sauce**

AGRICOSMETICS



Almaverde
bio

CA' COLONNA

Agribellezza

	anti-age	soothing	purifying
Face line: Day cream, Night cream, Facial serum, Milk, Tonic	Black cabbage: rich in antioxidants, vitamin C, vitamin K, carotenoids, quercetin, manganese, copper, vitamins B, fiber, calcium and potassium; the sulforafano. It is a histiocyanate with high antioxidant qualities	Poppy In the wild poppy (rosolaccio) we find different active ingredients: alkaloids such as the readin, the reagiin, the rearubina I and II; tannins; mucilage; dyes; Anthocyanins ..Anti- inflammatory and tonic effect	Dandelion or wild chicory The official name Tarassaco comes from the Greek tarakè "disorder", and àkos "remedy", this is therefore able to restore the organism (Bach Flower Number 8, called Chicory)
Body line: Body cream, Foam bath, Scrab, Body oil	Borage: Relaxing and regenerating effect of the skin	Mauve The emollient virtues of the mallow have been known and appreciated since ancient times, in fact, its name derives from the Latin term mollire that is "able to soften".	Horsetail Rich in antioxidants, silica and molecules with astringent properties, horsetail is used to restore tone and elasticity to the skin
Line hands: hands cream			

ACTIONS TO BE IMPLEMENTED



Food and Agriculture
Organization of the
United Nations

Globally Important
**AGRICULTURAL
HERITAGE**
Systems



- Logistics platform for selection, storage, groupage and loading-unloading for shipments
- Presentation of the dossier for the FAO - Globally Important Agricultural Heritage Systems (GIAHS) + UNESCO
- Certifications: GlobalGap; biodynamic
- Link agriculture + livestock

CONTACTS

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Web: www.cacolonna.it

Facebook: [Ca' Colonna](#)

Instagram: [ca_colonna](#)

YouTube: [Ca Colonna](#)

LinkedIn: [Ca Colonna](#)

